

42 COLUMNS OF SOLID TOWN and COUNTY NEWS EVERY WEEK FOR \$1.00 A YEAR

That's the proposition we are putting up to the people of northeastern Vermont for the next two months in

THE WEEKLY CALEDONIAN

WE HAVE A "BIG THING" IN OUR WEEKLY EDITION. EVERY WEDNESDAY MORNING WE GET OFF A 42-COLUMN PAPER WITHOUT A LINE OF BOILER-PLATE OR "FILLER" CONTAINING A RESUME OF ALL THE HAPPENINGS OF INTEREST IN THIS PART OF THE STATE. WE HAVE LATELY OVERHAULED OUR PRESS AND ARE MAKING IT A BEAUTIFUL JOB OF ARTISTIC PRINTING AS WELL AS A LIVE NEWS PROPOSITION. WE FURNISH THIS WEEKLY NEWS SERVICE FOR THOSE PEOPLE IN THE OUTLYING DISTRICTS WHO CANNOT AFFORD TO SUBSCRIBE TO OUR DAILY.

WE WANT THE FOLKS IN THE COUNTRY TOWNS OF NORTHEASTERN VERMONT TO APPRECIATE WHAT KIND OF A WEEKLY WE ARE GETTING OUT. FOR THAT REASON WE ARE OFFERING:

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THE PRESENT EDITOR AND MANAGER OF THE EVENING AND WEEKLY CALEDONIAN HAS NO PATENCE WITH THE PRACTICE OF SHOUTING "HIGH PRICE" AND INCREASE COSTS OF NEWSPAPER PRODUCTION, AND RAISING PRICES ONLY TO COVER INEFFICIENCY IN THE OFFICE OR MECHANICAL DEPARTMENT OR CAMOUFLAGE POOR BUSINESS METHODS. HE WILL TAKE CARE OF INCREASED COSTS IN HIS PLANT WITHOUT THE PUBLIC KNOWING ANYTHING ABOUT IT, BY BETTER ORGANIZATION AND MORE TIMELY BUSINESS METHODS.

**For the next Two Months You can Buy a YEAR'S Subscription to Our Weekly
Edition For ONE MEASLEY DOLLAR**

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Tell Your Friends

WE ARE GOING TO PUT THE CIRCULATION OF OUR NEWSPAPERS UP TO 5000 COPIES IN NORTHEASTERN VERMONT DURING 1919. WITH THE INCREASED CIRCULATION WE WILL MAKE MONEY AT THE DOLLAR RATE. AND IF WE ARE MAKING MONEY, THE READER GETS IT BACK IN THE QUALITY OF HIS PAPER.

Let The Deluge Begin!

W. D. PELLEY,
Publisher